

**IN THE CLAIMS:**

Please AMEND claims 1-2, 5-6, 12, 16-19, 21-23, 26-29, 38-39, 45-47, and 64;

Please CANCEL claims 48, 50-58, and 65-67 without prejudice or disclaimer, as shown below.

1. (Currently Amended) A method, comprising:  
receiving in a response server a media message from a terminal, the media message comprising response content and application specific content;~~and~~  
using the application specific content to program a call response of the response server; and  
playing and/or transmitting the call response to another terminal, when a call or a session request of the another terminal directed to a user of the terminal is received by the response server.

2. (Currently Amended) The method according to claim 1, further comprising:  
receiving, by the response server, one of thea call and thea session request from the another terminal directed to the user of the terminal; and  
playing one of the response content and a part of the response content as a voice mail announcement to the another terminal.

3. (Previously Presented) The method according to claim 1, wherein the media message is a multimedia messaging service message.

4. (Previously Presented) The method according to claim 1, wherein the media message is a session initiation protocol message.

5. (Currently Amended) The method according to claim 1, further comprising:  
receiving by the response server one of a call and a session request from the  
another terminal directed to a the user of the terminal ~~to the response server~~; and  
transmitting one of the response content and a part of the response content to the  
another terminal in a response media message.

6. (Currently Amended) The method according to claim 1, further comprising:  
receiving by the response server one of a call and a session request from the  
another terminal directed to a the user of the terminal ~~to the server~~;  
checking a media capability of the another terminal; and  
transmitting one of the response content and a part of the response content to the  
another terminal in a response media message when detecting that the another terminal  
has media capability.

7. (Previously Presented) The method according to claim 5, wherein one of the response content and the part of the response content is additionally played to the another terminal as a voice mail announcement.

8. (Previously Presented) The method according to claim 5, wherein the transmitted response content includes at least one of audio content, a picture and a video clip.

9. (Previously Presented) The method according to claim 5, wherein the transmitting one of the response content and the part of the response content in the response media message comprises transmitting one of a multimedia messaging service message and a session initiation protocol message.

10-11 (Cancelled)

12. (Currently Amended) The method according to claim ~~11~~14, wherein the application specific content includes information for authentication of a sender of the media message.

13. (Previously Presented) The method according to claim 12, further comprising:

checking the information before authorizing programming of the call response.

14. (Previously Presented) The method according to claim 12, wherein the information comprises at least a personal identification number code for authentication and authorization.

15. (Previously Presented) The method according to claim 1, wherein the application specific content includes at least one parameter of:

a time of a call;

control information for network provided information / assisted operation;

different messages based on callee's location; and

a validity time of the instructions,

wherein the parameters allow different responses to be one of played to different callers and played at different calling times.

16. (Currently Amended) The method according to claim 1, further comprising:  
providing several different media messages, with different audio contents, in a the terminal;

selecting at least one of the provided media messages; and

transmitting and processing the at least one selected media messages.

17. (Currently Amended) The method according to claim 1, wherein the media message comprises caller identification information, and the method further comprises:

associating the response content with ~~a~~the user of the terminal and with caller identification information.

18. (Currently Amended) The method according to claim 1, further comprising:  
receiving at least two response contents associated with ~~a same~~the user of the terminal and to different caller identification information in the server.

19. (Currently Amended) The method according to claim 1, comprising:  
receiving by the response server one of a call and a session request of the another terminal directed to ~~a~~the user of the terminal, detecting a caller identification information of the caller, and one of playing the response content to the another terminal, and responds with a media message comprising the response content, wherein the response content is associated with the user of ~~a~~the terminal and with detected caller identification information corresponding to the caller.

20. (Previously Presented) The method according to claim 1, wherein providing the media message in the terminal comprises providing the media message in a mobile terminal.

21. (Currently Amended) The method according to claim 1, wherein the response server is implemented in a multimedia messaging service center.

22. (Currently Amended) An apparatus, comprising:  
a receiver configured to receive from a terminal a media message which includes response content and application specific content; and  
a processor configured to store the response content, and to use the application specific content to program a call response of the apparatus,  
wherein the apparatus is configured to play and/or transmit the call response to another terminal, when a call or a session request of the another terminal directed to a user of the terminal is received by the apparatus.

23. (Currently Amended) The apparatus according to claim 22, wherein the apparatus is configured to play one of the response content and a part of the response content to the another terminal as a voice mail announcement when one of a call and a session request of the another terminal directed to the terminal is received by the apparatus.

24. (Previously Presented) The apparatus according to claim 23, further comprising:

a transmitter configured to transmit one of the response content and at least part of the response content in a new media message to the another terminal.

25. (Previously Presented) The apparatus according to claim 23, further comprising:

a processor configured to check a media capability of the another terminal; and

a transmitter configured to transmit one of the response content and at least part of the response content in a new media message to the another terminal in case the another terminal comprises media capability.

26. (Currently Amended) The apparatus according to claim 22, wherein:

several different media messages, including multimedia messaging service messages with different response contents, are provided in the ~~a~~ terminal,

at least one of the provided media messages are selected by the terminal, and

the at least one of the selected media message are transmitted and processed in the apparatus.

27. (Currently Amended) The apparatus according to claim 22, wherein the media message includes caller identification information indicating a caller of one of a call and a session ~~forwarded to a server~~ received by the apparatus, and

wherein the receiver is configured to receive the response content of the media message in the ~~server~~apparatus associated with the terminal and with the caller identification information.

28. (Currently Amended) The apparatus according to claim 22, wherein the receiver is configured to receive at least two response contents associated with ~~a same~~the terminal or ~~a same~~the user of the ~~same~~ terminal, and with different caller identification information.

29. (Currently Amended) The apparatus according to claim 22, wherein the apparatus is configured to detect, when a call or a session request of another terminal directed to a terminal is ~~forwarded to~~received by the apparatus, caller identification information indicating a caller of the call or the session forwarded to the apparatus, and to play or transmit, to the another terminal, the response content which is associated with the terminal and with the detected caller identification information.

30. (Cancelled)

31. (Previously Presented) The apparatus according to claim 22, wherein the apparatus comprises a processor configured to remove the application specific content.



32. (Previously Presented) The apparatus according to claim 22, wherein the application specific content includes authentication information indicating authentication of a sender of the media message to program a call response.

33. (Previously Presented) The apparatus according to claim 32, wherein the authentication information comprises at least a personal identification number code.

34. (Previously Presented) The apparatus according to claim 32, configured to check the authentication information before programming the call response.

35. (Previously Presented) The apparatus according to claim 22, wherein the application specific content includes at least one parameter of:

a time of a call;

control information for network provided information / assisted operation;

different messages based on callee's location; and

a validity time of the instructions,

wherein the parameters allow different responses to be played to different callers and at different calling times.

36. (Previously Presented) The apparatus according to claim 22, wherein the terminal is a mobile terminal.

37. (Previously Presented) The apparatus according to claim 22, comprising at least one of:

a server; and

a multimedia messaging service center.

38. (Currently Amended) An apparatus, comprising:

a receiver configured to receive, from a terminal, a media message which includes response content and application specific content; and

a processor configured to process the media message to derive the response content, to store the derived response content of the media message, ~~and to process the application specific content,~~ to program a call response of the apparatus, and to play and/or transmit the call response to another terminal, when a call or a session request of the another terminal is directed to a user of the terminal is received by the apparatus.

39. (Currently Amended) The apparatus according to claim 38, wherein the processor is configured to play, when one of thea call and thea session request of the another terminal directed to the terminal is forwarded to the apparatus, one of the response content and at least a part of the response content to the another terminal as a voice mail announcement.

40. (Previously Presented) The apparatus according to claim 39, further comprising:

a transmitter configured to generate and transmit the media message comprising one of the response content and at least a part of the response content to the another terminal.

41. (Previously Presented) The apparatus according to claim 39, wherein the processor is configured to check a media capability of the another terminal, and the apparatus further comprises:

a transmitter configured to generate and transmit the media message comprising one of the response content and at least a part of the response content to the another terminal when the processor detects that the another terminal has media capability.

42. (Previously Presented) The apparatus according to any one of claims 38, wherein the media message sent to the apparatus includes application specific content, and wherein the processor is configured to process the application specific content, and to remove the application specific content.

43. (Previously Presented) The apparatus according to claim 38, wherein the apparatus is implemented in a multimedia messaging service center.

44. (Previously Presented) The apparatus according to claim 38, wherein the media message includes caller identification information indicating one of a caller of a call and a session directed to the apparatus, and

wherein the receiver is configured to receive the response content of the media message in the apparatus associated with the caller identification information.

45. (Currently Amended) The apparatus according to claim 38, wherein the receiver is configured to receive at least two response contents associated to ~~a same~~ the terminal, or ~~a~~ the user of the ~~same~~ terminal, and to different caller identification information.

46. (Currently Amended) The apparatus according to claim 38, wherein the processor is configured to detect, when one of a call and a session request of another terminal directed to the terminal is ~~forwarded to~~ received by the apparatus, a caller identification information indicating a caller of one of a call and the session ~~forwarded to~~ received by the apparatus, and to transmit or play, to the another terminal, the response content which is associated with the terminal and with the detected caller identification information.

47. (Currently Amended) An apparatus, comprising:  
a transceiver; and

a processor configured to prepare a programming media message to program an automatic call response server, the programming media message including response content to be transmitted to an automatic call response server,

wherein the processor comprises an application in the apparatus to create media messages, the application configured to handle messaging with the call response server, and

wherein the application is configured to store information on at least one of a status of the automatic call response service and a history of the automatic call response service.

48-63 (Cancelled)

64. (Currently Amended) A computer-readable storage medium encoded with instructions configured to control a computer to perform a process, the process comprising:

receiving, from a terminal in a response server a media message, the media message comprising response content and application specific content;~~and~~

using the application specific content to program a call response of the response server; and

playing and/or transmitting the call response to another terminal, when a call or a session request of the another terminal directed to a user of the terminal is received by the response server.

65-67 (Cancelled)